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U. S. DEPARTMENT OF AGRICULTURE

**FOOD STAMP
PROGRAM**



FOOD GUIDE

U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY

AUGUST 1963

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FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

CURRENT RECORDS

CANNED TUNA (IN OIL)

SUMMER VEGETABLES

WATERMELONS

PEANUT BUTTER

SALAD AND COOKING OILS

NONFAT DRY MILK

WHEAT FLOUR

The **FOOD GUIDE** lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for **FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

FOR FOOD STAMP PROGRAM AREAS

CANNED TUNA (IN OIL)

SUPPLY: Plenty of good-eating canned tuna, at easy-on-the-pocketbook prices, will be available during this sales-inviting month.

MERCHANDISING HINTS: AUGUST IS SANDWICH MONTH and delicious, high in protein canned tuna will fit right into your storewide sandwich-selling scheme. And its another BACK TO SCHOOL stock-up item that mom should have on hand.

- Aisle end jumbled displays prove best when multiple pricing is used. And for real sales mileage, canned tuna needs plenty of company. So, expand your normal display practices, show mayonnaise, salad dressing, a couple of filler

vegetable items, sweet gerkins, etc., with tuna to complete a power-packed sandwich-making team. Then spot racks of potato chips nearby to inspire more appetite appeal and to get double sales results.

- Superb point-of-sales material, along with your own display point "sandwich talk" and a well planned budget-stretching "Tuna Casserole" suggestion sign will step-up the sales tempo fast. You'd also be smart to spot a token display of tuna near that fresh bulk tomato pile. Who doesn't go wild over chilled tuna fish salad--stuffed in fresh red-tipe tomatoes during hot weather time? Alternate solid pack, chunk and grated canned tuna at all possible display points throughout the month. Include canned tuna in advertising spreads--play it up big.

SUMMER VEGETABLES

SUPPLY: A wide variety of fresh vegetables should be available from market gardens near large consuming centers, as well as from distant commercial shipping areas during August.

MERCHANDISING HINTS: IT'S SANDWICH TIME! This means big business for grocers since more than a million sandwiches are eaten every day. Look at the vegetable items these "makings" require.

- Good sound merchandising of such sandwich-filler vegetable items as lettuce, tomatoes, bell peppers, cucumbers, onions, etc., in August can double sales and profits, too. And heavy promotional pressure should be placed on spuds

and cabbage--potato salad, French fries and cole slaw are natural tag-alongs with sandwich meals. Don't forget to put a real push on carrots and celery--they're "nibbling good" on sandwich plates.

- Spot sandwich-selling full color print-of-sales pieces down the vegetable line. Along with interdepartmental scattered displays of fresh vegetables at appropriate go-with item points, use salad oils, dressings, cheese spreads, etc., as bin dividers all down produce row. And to really get the sandwich-making idea across, a well-placed display of breads, rolls and buns right at the produce department is just the thing.

AUGUST 1963

**DAILY
FOOD GUIDE**

MILK GROUP

Some milk for everyone

MEAT GROUP

2 or more servings

**FRUIT AND
VEGETABLE
GROUP**

4 or more servings

**BREAD AND
CEREAL GROUP**

4 or more servings

OTHER FOODS

As needed

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

Nonfat Dry Milk

**Canned Tuna (in oil)
Peanut Butter**

**Watermelons
Summer Vegetables**

Wheat Flour

Cooking and Salad Oils

VARIETY is the KEY

WATERMELONS

MERCHANDISING HINTS: Get watermelon sales really rolling with an extra large front window sign well spotted to alert passersby and one that is certain to attract shoppers as they enter the store. Let everyone know you're running specials on whole and sliced melons, too. And here are good signwork selling words that will help shoppers make up their minds--"Red, Ripe 'N Sweet As Sugar."

- If you're looking for top volume and good margin returns, set promotional techniques to build heavier demand and to inspire more impulse sales. In your display planning, remember customers can't judge watermelon quality on the outward appearance, nor do uncut melons encourage impulse sales. Show shoppers what they're getting. Halve a couple of "big-reds" and display on the whole melon pile. Overwrap these halves with transparent film for sanitary

purposes and to help maintain the fresh look. Whole melons might well be displayed outside the store, preferably at customer loading space. When offered from in-store, they take up too much room, are cumbersome for customer handling and don't allow full-order grocery space in the shopper's cart.

- Now to sliced melons. Plan a good in-store "show" of refrigerated or iced cold halves and slices--neatly wrapped in transparent film to attract shoppers who have limited refrigeration, small family purchasers and the "hurry home 'n eat" trade. And don't forget cut melon offerings influence whole melon purchases--so offer only top quality at selling point. Provided you are equipped to furnish "iced cold" whole melons, let shoppers know with extra good signwork.

COOKING — SALAD OILS

MERCHANDISING HINTS: SANDWICH MONTH calls for related item selling at every likely "go-with" sales point.

- Focus attention to cooking oil for deep-fat frying--fried chicken, French fried potatoes, onion rings, "hushpuppies," etc. Use extenders, carts or wire baskets to "float" small cooking oil displays at every possible tie-in item point.

- A good assortment of salad oils used as vegetable item bin dividers or featured from a dressed-up display, adjacent to produce bins, inspires use in salads and homemade dressing, too. You'll find manufacturers and distributors have plenty of P-O-P material and housewife-tempting new oil-based recipe combos to back up display layouts.

PEANUT BUTTER

MERCHANDISING HINTS: Just think--Americans consume more than 200,000 tons of peanut butter each year. Profitable business--are you getting your share?

- This is a bonus sales period. AUGUST SANDWICH MONTH promotes customer purchases and it's BACK TO SCHOOL pantry stock-up time again. A mass combo floor display is now a must while such big time sales-making opportunities prevail. Plan your floor display set-up around the larger family-size packs. Go heavy on the smooth, but be sure

crunchy gets in the display act, too. Allow room in your feature arrangement to include assorted jellies--perhaps a stack of saltines or cheese crackers--and for sure, roll alongside a few filled carts of go-with sandwich breads. Set signwork to plug "Peanut Butter Sandwich Making"--"Back To School Specials"--and talk straight to your shoppers--tell 'em "Peanut Butter Is One Of Our Most Nutritionally Valuable Foods." And for real "Stock-Up Time" promotional appeal, multiple jar pricing will move big supplies.

NONFAT DRY MILK

MERCHANDISING HINTS: Nonfat dry milk deserves extra promotional emphasis with "old sol" bearing down. Here's a buy for customers seeking an economical healthful lift. Then too, during SANDWICH MONTH nonfat dry milk makes a welcome beverage partner served along with sandwich meals.

It's off-the-shelf and on-the-floor this month--so shoppers can get a "good look". Use "talkers" and other point-of-sales aids to help educate customers on the all-purpose uses of nonfat dry milk--for beverages, cooking and the like. Check with your distributor to see if he can't furnish "help yourself" recipes for placement at floor display point.

WHEAT FLOUR

MERCHANDISING HINTS: Get on the big sales bandwagon! NATIONAL SANDWICH MONTH is specifically designed to increase bread sales and sell a host of sandwich ingredients and related items that go along with a nutritionally good sandwich meal.

- Pre-sell customers quickly on sandwich-making by using "August Sandwich Month" streamers and well placed P-O-P material at all BREAD, ROLL and BUN selling points. A front window SANDWICH MONTH reminder sign opens the door for bigger sales, too.
- SPREAD the BREADS to build related item volume--spot appropriate "go-with" breads near cold cuts, franks, ground beef, turkey rolls and cheese. And now is the time to plan extra special combo displays of sandwich breads, along with canned meats, canned tuna, peanut butter, jellies, and jams.
- Remember, many housewives take pride in baking their own breads--so offer these "do-it-yourself" patrons a good floor stack of flour during SANDWICH MONTH.

MENU OF THE MONTH

Tuna Pot Pie

Buttered Beets

Tossed Salaa

Milk

Chilled Watermelon Wedge

RECIPE OF THE MONTH

Tuna Pot Pie

2 cans (6 1/2 or 7 ounces each) tuna in oil
1 cup cooked diced carrots
1 cup cooked peas
1 can (10 1/2 ounces) condensed chicken soup
1/2 cup water
1 cup biscuit mix

Drain tuna. Break into large pieces. Combine tuna, carrots and peas. Place in a well greased, 1-1/2 quart casserole. Combine soup and water, stirring until smooth. Heat. Pour over tuna mixture. Prepare biscuit mix as directed. Drop by teaspoonfuls on top of the tuna mixture. Bake in a very hot oven, 450° F, for 30 minutes or until brown. Serves 6.

